



# 2022 SPRING & FALL CONVENTION PARTNERSHIP OPPORTUNITIES

# PARTNERSHIP INVITATION

The Rural Municipalities of Alberta (RMA) is an independent association comprising Alberta's 69 counties and municipal districts. Since 1909, the association has helped rural municipalities achieve strong, effective local government. The RMA provides Advocacy and Business Services (including RMA Insurance and the Canoe Procurement Group of Canada).

The RMA's partnership opportunities are an excellent way for your organization to gain visibility and recognition with municipal decision-makers from across Alberta.

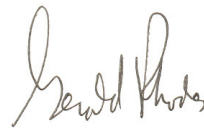
Throughout 2022, there are a wide range of partnership opportunities available at Platinum, Gold, Silver, and Bronze levels. Customized sponsorship benefit packages can also be developed in consultation with the RMA convention coordinator to meet your organization's unique requirements.

For more information regarding the RMA partnership program, please contact Cindy Carstairs at 780.955.4095 or email [cindy@RMAAlberta.com](mailto:cindy@RMAAlberta.com).

Sincerely,



**PAUL MCLAUCHLIN**  
RMA President



**GERALD RHODES**  
Executive Director

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# RMA 2022 SPRING & FALL CONVENTION PARTNERSHIP SCALE

**Spring Convention** | March 14 – 16, 2022

**Fall Convention** | November 7 – 10, 2022

BENEFITS	PLATINUM \$16,000 +	GOLD \$11,000 – \$15,999	SILVER \$7,000 – \$10,999	BRONZE \$3,000 – \$6,999
Recognition on social media and on the RMA website	✓	✓	✓	✓
Logo displayed on multimedia presentation during convention	full screen	half-screen	one-third screen	quarter-screen
Corporate name and logo featured in mobile application and highlights	✓	✓	✓	name only
Corporate name and logo recognition on signage throughout convention	✓	✓	✓	name only
Podium acknowledgements	✓	✓	✓	✓
Promotional materials distributed in delegate bags	✓	✓	✓	✓
Acknowledgement of hospitality suite as RMA-sanctioned event	✓	✓	✓	✓
One complimentary convention registration	—	✓	—	—
Two complimentary convention registrations	✓	—	—	—

✓ = included in sponsorship package

SPRING CONVENTION

PARTNERSHIP OPPORTUNITIES

PLATINUM	Delegate Luncheon (3 Available)		
	Fees:	Option 1: \$16,000 as the exclusive sponsor (Qualifies of Platinum sponsorship)	Option 2: \$8,000 as an event co-sponsor (Qualifies as Silver sponsorship)
	Details:	<ul style="list-style-type: none"><li>◆ Opportunity to distribute promotional material (subject to approval by the RMA)</li><li>◆ Representatives from organization able to attend sponsored event</li></ul>	
GOLD	Delegate Breakfast (2 Available)		
	Fees:	Option 1: \$14,000 as the exclusive sponsor (Qualifies as Gold sponsorship)	Option 2: \$7,000 as an event co-sponsor (Qualifies as Silver sponsorship)
	Details:	<ul style="list-style-type: none"><li>◆ Opportunity to distribute promotional material (subject to approval by the RMA)</li><li>◆ Representatives from organization able to attend sponsored event</li></ul>	
GOLD	Keynote Speaker (2 Available)		
	Fees:	\$10,000	
	Details:	<ul style="list-style-type: none"><li>◆ Opportunity to introduce the keynote speaker</li><li>◆ Past keynote speakers include: an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs</li></ul>	
SILVER	Delegate Gifts (Co-sponsor with the RMA)		
	Fees:	\$8,000	
	Details:	<ul style="list-style-type: none"><li>◆ Distributed to all delegates with corporate logo on delegate gift in conjunction with the RMA logo</li></ul>	
SILVER	Delegate Bags		
	Fees:	\$7,000	
	Details:	<ul style="list-style-type: none"><li>◆ Conference bags with corporate logo</li><li>◆ Bags will be distributed to all delegates</li></ul>	



## BRONZE

### Delegate Shuttle Bus (Co-sponsor with the RMA)

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Ground transportation between delegates' hotels and the Edmonton Convention Centre for all three days of convention</li> <li>♦ Corporate signage at all hotels and venue bus pickup locations</li> <li>♦ Option to have staff on board the buses</li> </ul>

## BRONZE

### Nametag Lanyard

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Each delegate receives a name badge attached to a lanyard featuring your corporate logo</li> </ul>

## BRONZE

### Wi-Fi

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Convention venue will set up plenary hall as a Wi-Fi hotspot for delegates</li> <li>♦ Ability to direct delegates to sponsor's website</li> </ul>

## BRONZE

### Charging Station

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ A charging station displaying your logo will be available for delegates to charge their mobile device during convention</li> </ul>

## BRONZE

### Convention Mobile App

Fees:	\$4,000
Details:	<ul style="list-style-type: none"> <li>♦ A mobile application available for all delegates on their smartphones and tablets</li> <li>♦ All convention details and relevant documents for attendees will be included in the app</li> <li>♦ Corporate logo and sponsorship recognition on main page of application</li> </ul>

## BRONZE

### Milk Station (2 Available)

Fees:	\$4,000
Details:	<ul style="list-style-type: none"> <li>♦ Logo visible at a milk beverage station during breakfast</li> </ul>

## BRONZE

### Breakout Sessions (6 Available)

Fees:	\$4,000 each
Details:	<ul style="list-style-type: none"> <li>♦ 60 or 90-minute sessions where up to 200 delegates may attend</li> <li>♦ Opportunity to introduce session presenters</li> </ul>

## BRONZE

### Daily Coffee Lounge (Up to 4 Available)

Fees:	Option 1: \$15,000 (All convention days) (Qualifies as Gold sponsorship)	Option 2: \$4,000 (Half day, up to four available) (Qualifies as Bronze sponsorship)
Details:	♦ Coffee and tea provided with corporate signage at all locations	

## BRONZE

### Notepads and Pens (3 Available)

Fees:	\$4,000
Details:	♦ Your logo visible on pens and notepads provided to all delegates

## BRONZE

### Timer (3 Available)

Fees:	Option 1: \$8,000 for all three. (Qualifies as Silver sponsorship)	Option 2: \$3,000 each (Qualifies as Bronze sponsorship)
Details:	♦ Your corporate logo displayed with on-screen timers during the resolutions session and Ministerial Forum, lasting approximately 1.5 hours	

### General

Fees:	Unlimited
Details:	If your organization doesn't see an opportunity that fits, let talk!

## Multiple Partnership Opportunities!

The RMA now offers organizations the option to reserve future partnership opportunities and products. You can secure your sponsorship in advance and avoid the disappointment of a missed opportunity. For more information or to take advantage of multiple partnership opportunities, contact Cindy Carstairs, Administrative & Convention Coordinator, at: [cindy@RMAAlberta.com](mailto:cindy@RMAAlberta.com) or 780.955.4095

# FALL TRADESHOW PARTNERSHIP OPPORTUNITIES

## GOLD

### Tradeshow Reception

<b>Fees:</b>	<b>Option 1:</b> \$14,000 for exclusivity (Qualifies as Gold sponsorship)	<b>Option 2:</b> \$7,000 for co-sponsorship (Qualifies as Silver sponsorship)
<b>Details:</b>	<ul style="list-style-type: none"> <li>◆ Reception during the tradeshow for invited special guests, delegates, and suppliers</li> <li>◆ Opportunity for company representatives to network with delegates</li> <li>◆ Opportunity to distribute company literature at event (subject to RMA approval)</li> </ul>	

## BRONZE

### Tradeshow Coffee Station

<b>Fees:</b>	\$5,000
<b>Details:</b>	<ul style="list-style-type: none"> <li>◆ Coffee and tea provided throughout tradeshow with corporate signage at all locations</li> </ul>



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# FALL CONVENTION PARTNERSHIP OPPORTUNITIES

PLATINUM	<b>Delegate Luncheon (3 Available)</b>	
	Fees:	<div>Option 1: \$16,000 as the exclusive sponsor (Qualifies as Platinum sponsorship)</div> <div>Option 2: \$8,000 as an event co-sponsor (Qualifies as Silver sponsorship)</div>
	Details:	<ul style="list-style-type: none"> <li>♦ Opportunity to distribute promotional material (subject to approval by the RMA)</li> <li>♦ Representatives from organization able to attend sponsored event</li> </ul>
GOLD	<b>Delegate Breakfast (3 Available)</b>	
	Fees:	<div>Option 1: \$14,000 as the exclusive sponsor (Qualifies as Gold sponsorship)</div> <div>Option 2: \$7,000 as an event co-sponsor (Qualifies as Silver sponsorship)</div>
	Details:	<ul style="list-style-type: none"> <li>♦ Opportunity to distribute promotional material (subject to approval by the RMA)</li> <li>♦ Representatives from organization able to attend sponsored event</li> </ul>
GOLD	<b>Keynote Speaker (2 Available)</b>	
	Fees:	\$15,000
	Details:	<ul style="list-style-type: none"> <li>♦ Opportunity to introduce the keynote speaker</li> <li>♦ Past keynote speakers include: an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs</li> </ul>
SILVER	<b>Delegate Gifts (Co-sponsor with the RMA)</b>	
	Fees:	\$10,000
	Details:	<ul style="list-style-type: none"> <li>♦ Distributed to all delegates with corporate logo on delegate gift in conjunction with the RMA logo</li> </ul>
SILVER	<b>Delegate Bags</b>	
	Fees:	\$7,000
	Details:	<ul style="list-style-type: none"> <li>♦ Conference bags with corporate logo</li> <li>♦ Bags will be distributed to all delegates</li> </ul>

## BRONZE

**Delegate Shuttle Bus**

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Ground transportation between delegates' hotels and the Edmonton Convention Centre for all three days of convention</li> <li>♦ Corporate signage at all hotels and venue bus pickup locations</li> <li>♦ Option to have staff on board the buses</li> </ul>

## BRONZE

**Nametag Lanyard**

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Each delegate receives a name badge attached to a lanyard featuring your corporate logo</li> </ul>

## BRONZE

**Wi-Fi**

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ Convention venue will set up plenary hall as a Wi-Fi hotspot for delegates</li> <li>♦ Ability to direct delegates to sponsor's website</li> </ul>

## BRONZE

**Charging Station**

Fees:	\$5,000
Details:	<ul style="list-style-type: none"> <li>♦ A charging station displaying your logo will be available for delegates to charge their mobile device during convention</li> </ul>

## BRONZE

**Daily Coffee Lounge (Up to 5 Available)**

Fees:	Option 1: \$16,000 (All convention days) (Qualifies as Gold sponsorship)	
	Option 2: \$7,000 (Full day, two available) (Qualifies as Silver sponsorship)	Option 3: \$4,000 (Half day, up to five available) (Qualifies as Bronze sponsorship)
Details:	<ul style="list-style-type: none"> <li>♦ Coffee and tea provided with corporate signage at all locations</li> </ul>	

## BRONZE

**Notepads and Pens (3 Available)**

Fees:	\$4,000
Details:	<ul style="list-style-type: none"> <li>♦ Your logo visible on pens and notepads provided to all delegates</li> </ul>

## BRONZE

**Convention Mobile App**

<b>Fees:</b>	\$4,000
<b>Details:</b>	<ul style="list-style-type: none"> <li>♦ A mobile application available for all delegates on their smartphones and tablets</li> <li>♦ All convention details and relevant documents for attendees will be included in the app</li> <li>♦ Corporate logo and sponsorship recognition on main page of application</li> </ul>

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**Milk Station (3 Available)**

<b>Fees:</b>	\$4,000
<b>Details:</b>	<ul style="list-style-type: none"> <li>♦ Logo visible at a milk beverage station during breakfast</li> </ul>

## BRONZE

**Breakout Sessions (6 Available)**

<b>Fees:</b>	\$4,000 each
<b>Details:</b>	<ul style="list-style-type: none"> <li>♦ 60 or 90-minute sessions where up to 200 delegates may attend</li> <li>♦ Opportunity to introduce session presenters</li> </ul>

## BRONZE

**Timer (3 Available)**

<b>Fees:</b>	Option 1: \$8,000 for all three. (Qualifies as Silver sponsorship)	Option 2: \$3,000 each (Qualifies as Bronze sponsorship)
<b>Details:</b>	<ul style="list-style-type: none"> <li>♦ Your corporate logo displayed with on-screen timers during the resolutions session and Ministerial Forum</li> </ul>	

**General**

<b>Fees:</b>	Unlimited
<b>Details:</b>	If your organization doesn't see an opportunity that fits, let talk!

**Multiple Partnership Opportunities!**

The RMA now offers organizations the option to reserve future partnership opportunities and products. You can secure your sponsorship in advance and avoid the disappointment of a missed opportunity. For more information or to take advantage of multiple partnership opportunities, contact Cindy Carstairs, Administrative & Convention Coordinator, at: [cindy@RMAAlberta.com](mailto:cindy@RMAAlberta.com) or 780.955.4095

# PARTNERSHIP APPLICATION FORM

RMA reserves the right to approve or deny all sponsorship requests.

PLEASE COMPLETE THE FOLLOWING AND RETURN TO THE RMA BY:

**FEBRUARY 14, 2022**

(Spring Convention)

OR

**OCTOBER 10, 2022**

(Fall Convention)

## CONTACT INFORMATION

COMPANY NAME:

CONTACT NAME:

EMAIL:

PHONE:

FAX:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

## THIS PARTNERSHIP OPPORTUNITY IS FOR THE:

☐

**2022 SPRING CONVENTION**

☐

**2022 FALL CONVENTION**

Please specify your preferred partnership opportunity:

\$

\$

**TOTAL:** \$

Are you hosting a hospitality suite?

☐ Yes ☐ No

Would you like this suite advertised to ALL delegates?

☐ Yes ☐ No

DATE:

TIME:

LOCATION:

Are you submitting material for the delegate bags?

☐ Yes ☐ No

ITEM(S):

Do you require any members of your company to be registered for the event?

☐ Yes ☐ No

NAME(S):

I, as a duly authorized representative of the organization identified above, do hereby make application for partnership contribution and authorize the use of the corporate logo and corporate name at the event.

NAME & TITLE:

SIGNATURE:

DATE:

Please submit your logo to [communications@RMAAlberta.com](mailto:communications@RMAAlberta.com) by the corresponding date above for inclusion on applicable materials.

RMA will issue invoices after the partnership commitment deadline. **Please do not send payment until you receive an invoice.** GST is not charged on partnership contributions. Partnership opportunities are available on a first-come, first-served basis and are subject to RMA approval.

Please return this document to: [cindy@RMAAlberta.com](mailto:cindy@RMAAlberta.com)

# CONVENTION HANDBOOK ADVERTISING OPPORTUNITIES

This is an excellent opportunity for your organization to strengthen its visibility and recognition among municipal decision-makers from across Alberta. By advertising in our convention program handbook, you have the opportunity to create awareness of your organization. The convention program handbook is given to all attendees and will have a distribution of over 700. This is your chance to be a part of this important occasion. Don't miss out!

HANDBOOK SPECIFICATIONS		
5.5" W x 8.5" H coil-bound handbook. All ads are printed full colour on cardstock.		
AD LOCATION & SIZE	APPROVED SUPPLIER RATE	OTHER RATE
Outside Back Cover (5.5" x 8.5", full bleed)	\$750	\$1,000
Inside Front Cover (5.5" x 8.5", full bleed)	\$550	\$750
Inside Back Cover (5.5" x 8.5", full bleed)	\$550	\$750
Full page interior ad – 4.5" x 7.5"	\$400	\$600
1/2 page interior ad – 4.5" x 3.5"	\$250	\$450

## NOTES:

- ♦ The RMA will determine placement if more than one organization is interested in ads with limited quantities (i.e. high demand for cover ad placement)
- ♦ Rates quoted are based on print-ready material
  - ◇ Additional charges will apply for extra work done by the RMA to prepare copy; a minimum charge of \$100 will apply for minor changes
- ♦ Advertising agency fees will be over and above rates shown herein
- ♦ Artwork templates may be provided upon request
- ♦ These charges do not include GST



# 2022 CONVENTION HANDBOOK APPLICATION FORM

RMA reserves the right to approve or deny all ad requests or submissions.

<b>ORGANIZATION:</b>		
<b>INVOICING ADDRESS:</b>		
<b>CITY:</b>	<b>PROVINCE:</b>	<b>POSTAL CODE:</b>
<b>SOCIAL MEDIA TAG (IF DESIRED):</b>		

<input type="checkbox"/> <b>Spring Convention:</b> By checking the box, I agree to provide print-ready material by February 14, 2022.
<input type="checkbox"/> <b>Fall Convention:</b> By checking the box, I agree to provide print-ready material by October 10, 2022.

<b>CIRCLE AD SIZE DESIRED:</b>				
outside back cover	inside front cover	inside back cover	full page (interior)	half page (interior)

<b>AUTHORIZER'S NAME AND TITLE:</b>	
<b>EMAIL:</b>	<b>PHONE:</b>
<b>SIGNATURE</b>	<b>DATE:</b>

## AD REQUIREMENTS

- ♦ Ad must be sized correctly (reference previous page) with 0.25" bleeds and trim marks
- ♦ All artwork should be at least 300 DPI
- ♦ The following digital file types will be accepted: TIFF, EPS, PDF, High Resolution JPG
- ♦ A template can be provided to you with the correct guidelines for print-ready artwork

## SUBMISSION GUIDELINES

- ♦ Scan and email completed form to Cindy Carstairs at [cindy@RMAAlberta.com](mailto:cindy@RMAAlberta.com) or fax to 780.955.3615
- ♦ Submit ads to: [communications@RMAAlberta.com](mailto:communications@RMAAlberta.com)
- ♦ RMA will issue invoices after the sponsorship commitment deadline
  - ◇ **Please do not send payment until you receive an invoice**